

**ON-LINE GROUP-BUYING SALE WITH INCREASED VALUE  
SYSTEM, PROCESS AND ARTICLE OF MANUFACTURE**

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**ABSTRACT OF THE DISCLOSURE**

10           In the definition of an on-line group-buying sale (122), a price of a featured item  
may be specified as a fixed amount, such as \$25 per month. As indicated at (124), the  
sale 122 has an increasing incentive as more buyers (104) join the sale. Buyers (104)  
make offers as indicated at (126). As more buyers (104) make offers below a maximum  
threshold, the on-line group-buying sale software (120) increases the incentive as  
15 indicated at (128). At the conclusion of the sale (122), the on-line group-buying sale  
software (120) confirms acceptance of all offers specifying an incentive at or below the  
final, increased incentive in the sale (122), as indicated at (130). The modified pricing  
on-line group-buying sale can be applied to a variety of featured items, such as long  
distance calling plans, rebates for the purchase of an automobile, bank certificates of  
20 deposit, or credit instruments, with an increasing number of free long distance minutes,  
an increasing face value for the rebate, an increasing interest rate for the certificate of  
deposit, or a lower interest rate for the credit instrument, as more buyers join the sale.